

My name is Al Sergi and a former employee at Clear Communications in Vineland, NJ. I worked at this station for 22 years during the late 1970's till early 1998. My comments are based on my experience of working with Clear Communications and for the past 20 years as a licensee of multi high power FM stations, AM stations and FM translators. While I no longer live in New Jersey, my children and their families still live in the greater Vineland, NJ area and I visit the area often.

First I want to say that Aztec Capital claims that they are the only Latino Owned station in the Philadelphia area, that's nice. However, Clear Communications has been programming their WMIZ 1270 AM Vineland, NJ with Latino programming from back in the early 1970's and with the exception of a couple of years, WMIZ-AM has served the Latino listeners across Southern NJ, so Clear Communications has a great track record of serving the Latino population in the region. If anyone deserves an FM translator, it's WMIZ-AM.

WVLT 92.1 FM Vineland, NJ is only a short drive from Philadelphia. I'm not sure where Aztec Capital recieved it's information that WVLT is some 50 miles away from Philadelphia, but that's incorrect. The WVLT-FM Class A tower is 32 air miles from Center City Philadelphia, hardly a distant station. Considering all the tall buildings and interference that can be given to a signal, I can pick up WVLT rather well in downtown Philadelphia in my car. If I can get the signal at ground level, I know many say it comes in much better in the high rise building apartments in Philadelphia.

I know for a fact that WVLT-FM generates revenue from Philadelphia with it's daily afternoon show that originates live from Philadelphia with the legendary DJ, Jerry Blavat. This show also has a slew of advertisers from the city and suburbs of Philadelphia. The Jerry Blavat show has been on WVLT daily for about 20 years that I can remember. If the show was not getting results for it's sponsors, it would have ended years ago. So taking away the present signal WVLT enjoys in Philadelphia, although not as strong as local stations downtown, it is still a product that listeners enjoy and sponsors support.

WVLT-FM programs live shows ALL DAY, yes, unlike just about everything else on radio, WVLT still has LIVE DJ's on the air, probably why people go out of their way to listen and yes the letters of support for the station are very real. They are well worth making the effort to tune in as I do every time I get near NJ.

As a licensee of radio stations, a few years ago, EMF built various 10 watt FM translators in our general area. Two of them were co-channel stations and they caused interference to our full power Class B stations. Although they were some 20 air miles away from the area we had established listeners, these two 10 watt signals actually caused white noise, rendering our signals useless in areas even inside our 54 dbu contour. I even asked the FCC to please check the interference and the FCC reported that the FM translators were operating at the proper 10 watt ERP levels. EMF was kind enough to move the FM translators to other more open channels, our

interference disappeared and amazingly the little 10 watt signals were now being heard in the areas that I complained our full powered stations were getting interference.

So in Aztec Capital's claim that the greater good would be served by them turning on an FM translator on 92.1 FM for WHAT-AM Philadelphia, doing so would be at the cost of the WVLT-FM listeners who would most likely receive a picket fence type interference or white noise probably all the way to the Glassboro, NJ area.

For the heavy population that Southern New Jersey has, this portion of the state has very few radio stations, WVLT-FM being one of two commercial FM stations between Vineland and the Delaware river, the other is WDEL 101.7 FM Canton, NJ which is basically being utilized by broadcasters in Delaware and programming to Delaware's interests. Whereas, Philadelphia enjoys a dial full of FM and AM stations plus TV stations. All other FM stations in Southern NJ are located near Atlantic City and Wildwood, NJ, including WENJ-FM Millville, NJ whose tower is at the NJ shore. These stations do not reach into Vineland mainly because of the overcrowding of the FM band in the region and they do not program toward residents in Cumberland, Gloucester, Camden and Salem counties, only WVLT does with LIVE DJ's and shows all day long, seven days a week. WVLT-FM and their AM station WMIZ should be praised and encouraged to continue the great work they do in the community for all.

From the records I found online, WHAT-AM is presently on W246AQ at 97.1 FM which has a tower site in downtown Philadelphia, covering the city with its city grade contour. So why does WHAT-AM need yet another FM translator? It is already serving the population it claims it wants to serve.

I highly encourage the FCC to take a look at all the service WVLT-FM and WMIZ-AM provide to Southern NJ, compare it to the over abundance of signals in Philadelphia and the fact that WHAT-AM already has an FM translator W246AQ. I think this should be a big determination to deny Aztec Capital their petition and to stop this squatter type take over of the FM band with inaccurate claims made by Aztec Capital. The FCC would be starting an unsettling precedent that would over run small operators such as Clear Communications who have to constantly defend themselves to stay in business. I ask the FCC deny Aztec Capital their petition.

Thank you for your consideration,  
N. Al Sergi – Managing Member  
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